



STRATEGIC PLAN 2024



Adopted by the NHMEA Executive Board - August, 2024

NEW HAMPSHIRE MUSIC EDUCATORS ASSOCIATION STRATEGIC PLAN 2024

Mission: To promote the *development* of music educators and the *advancement* of *all* forms of music creation, performance, and literacy.

Vision: Leading New Hampshire in music education, empowering generations to create, perform, and respond to music.

Values:

The New Hampshire Music Educators Association values:

- The right of all students to a rigorous, standards-based, comprehensive music education that is taught and assessed by highly qualified music educators.
- The induction, retention, and development of music educators.
- Lifelong engagement with music.
- The societal importance of music and its influence on history and culture.
- Creativity, Critical Thinking, Communication, and Collaboration.



STRATEGIC PLAN 2024: ORIGINS AND EXECUTION

The NHMEA Executive Board created a strategic plan for execution in May of 2018. This plan was intended to give the organization direction and actionable goals for the betterment of our profession. Four overarching strategic directions were created: Advocacy, Serving the Profession, Organizational Vitality, and Student Opportunities.

In 2023, that strategic plan was revisited and revised. Many steps were taken to ensure transparency and voice including surveying the membership, larger executive board work sessions, and smaller work sessions to streamline and refine.

The intention of the NHMEA 2024 Strategic Plan is to continue to guide the organization in the ways of diversity, equity, inclusion, transparency, and support for our members. Initiatives will be carried out and followed up on at all Executive Board Meetings going forward and support will be provided for those carrying out those initiatives.

In the future, the NHMEA Strategic Plan should be revised and revamped every 2 years, or whenever a new president of the organization steps into their role.



ADVOCACY:

*Partnerships, connection, resources,
support for all members.*

SERVING THE PROFESSION:

Inclusion, communication, training,



ORGANIZATIONAL VITALITY:

*Transparency, networking, mentorship,
membership.*

STUDENT OPPORTUNITIES:

*Diversity, equity, Tri-M, non-
traditional ensembles,
offerings for students of all
ages and interests.*

STRATEGIC DIRECTION #1:

ADVOCACY

NHMEA will create connection, community, and strength amongst its membership to their local school districts, administration, and legislators.

PUBLIC RELATIONS: *NHMEA will connect with local officials and create partnerships through advocacy.*

- Create database of partnerships between NHMEA and other organizations and determine what degree we are connecting with partnerships
- Create more recognition and awards throughout the year by highlighting districts, educators, and programs throughout the state in quarter notes and other formats.
- Invite legislators, school board members, and school administrators to major events and broaden how we connect with our local leaders.
- Secure tables at school administrative events throughout the state to create advocacy at a local level.

INTERNAL RELATIONS: *NHMEA will work to provide resources to foster strength and advocacy in our membership.*

- Train membership on proactive vs. reaction advocacy.
- Expand advocacy section on our website including New Hampshire specific resources for local districts.
- Rebrand NAFME resources and distribute/make accessible to our membership in a clear way.
- Explore how ELO's affect the profession (youth ensembles, lessons, online courses, etc.).
- Provide resources for teachers teaching outside of their main strand in music.

STRATEGIC DIRECTION #2:

SERVING THE
PROFESSION

NHMEA will develop, enhance, and promote programs, projects, and initiatives to best serve the diverse needs of its members.

DIVERSITY, EQUITY, INCLUSION, AND JUSTICE:

- Create more equity in where we host events around the state, holding events in places other than the center of the state.
- Improve communication and resources with and for collegiates (include collegiate on board, trips to state colleges, providing opportunities for collegiate to present conference sessions, MTPI, etc.).
- Adding Tri-M aspects to all events and expanding Tri-M participation throughout the state.
- Grow and expand the mentor program, establishing a board position titled “mentor program chair.”
- Create opportunities for teachers to learn and practice non-traditional ensembles (Kodály, Orff, Modern Band, Music Production, Theater, etc.).
- Search for success stories among our membership in all areas, including non-traditional ensembles, general music programs, and string program creation stories.
- Review and adopt language in NHMEA policies and bylaws (in conjunction with other strategic directions).
- Improve distribution of all audition materials and offer preparatory guidance for teachers preparing students in multiple instruments.

STRATEGIC DIRECTION #3:

ORGANIZATIONAL
VITALITY

NHMEA will ensure the achievement of its mission, vision and values by reviewing, developing and enhancing its resources in a clear and transparent way.

TRANSPARENCY: *NHMEA will communicate its initiatives and purpose with transparency.*

- Clearly outline the benefits of membership and make sure this is accessible to all music teachers through website, social media, etc.
- Incorporate the Strategic Plan into NHMEA monthly Executive Board meetings. Create actionable and measurable goals for board members and follow up on progress.
- Create clear and concise handbooks for all NHMEA events.
- Continue to gather a by-law review committee to refine and recommend updates to membership.

NETWORKING AND MEMBERSHIP: *NHMEA recognizes that its strength as an organization is linked to keeping strong connections with its membership.*

- Create more opportunities for connection and open sharing sessions amongst our membership.
- Provide more formal opportunities for preservice and new teachers to connect and share information with other music teachers from around the state.
- Enhance the accessibility and aesthetic of our website to allow for more exposure and user friendly experience..
- Increase social media presence and revise social media policies.
- Establish leadership mentor program with NHMEA Councils and Executive Board.

STRATEGIC DIRECTION #4:

STUDENT
OPPORTUNITIES

NHMEA will provide traditional and innovative music education opportunities for students and provide support for students who wish to have a future in music education.

DIVERSITY, EQUITY, INCLUSION, AND JUSTICE:

- Create performance opportunities in non-traditional performance ensembles at the state level (modern band, fiddling, etc.).
- Continue to modify and modernize audition material for festivals (jazz, etc.).
- Continue to diversify repertoire choices for festivals.
- Continue to work to increase districts with string programs in the state.
- Create a scholarship fund for student festival fees to increase participation for all students.
- Increase offerings for high school students who aspire to be music educators.
- Increase middle school Tri-M chapter numbers.
- Increase high school Tri-M chapter numbers.
- Explore offering elementary ensembles and middle school jazz ensembles.